

Crash Avoidance Technologies: The Next Generation of Auto Safety

Safety sells.

It's not a new concept. Today's car buyers spend hours researching cars before they ever step into a dealership and safety is a top priority.

Innovation saves lives.

Auto safety has evolved from features that protect passengers in the event of a crash to innovations that help drivers avoid accidents altogether.

Raising the bar on safety.

Beginning with 2011 model year vehicles, the National Highway Traffic Safety Administration's (NHTSA) will identify vehicles equipped with three crash avoidance technologies: Electronic Stability Control (ESC), Forward Collision Warning (FCW), and Lane Departure Warning (LDW).

Drivers still have a responsibility.

These new crash avoidance technologies do not take full control of a vehicle or prevent the driver from operating it. They can, however, help the driver avoid a potential crash.

SaferCar.gov—A resource for you and your buyers.

SaferCar.gov offers a comprehensive set of tools to help you understand changes to NHTSA's 5-Star Ratings System and how safety technologies save lives. Download a toolkit featuring customizable templates today.

Today's cars are the safest in history and have contributed to decreases in crash-related fatalities and injuries nationwide.

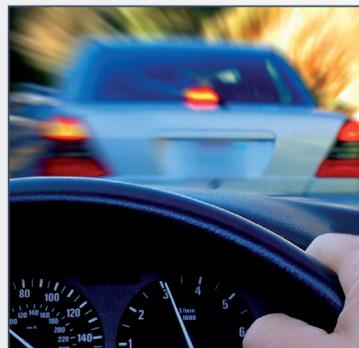


5-Star Safety Ratings
More Stars. Safer Cars.



Electronic Stability Control (ESC):

Helps drivers maintain control by estimating the direction the vehicle is heading and applying pressure to brakes to bring the vehicle back in line.



Forward Collision Warning (FCW):

Recognizes when a vehicle gets too close to another vehicle, and signals the driver to apply brakes to avoid collision.



Lane Departure Warning (LDW):

Monitors lane markings and alerts driver if vehicle appears to be inadvertently drifting.



U.S. Department of Transportation
National Highway Traffic Safety Administration

Safety starts here.

safercar.gov

